

### ***Amendments to the Claims***

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. [Currently Amended.] A method of promoting and selling items, the method comprising the steps of:

receiving instructions for generating an independent custom Web site from an affinity group and assembling the Web site based upon the instructions

providing an e-tailing system for displaying information relating to items available for purchase, and for receiving and processing orders to purchase such items;

~~providing an Internet service according to claim 24;~~

providing embedding a hyperlink from said Web site to the e-tailing system in said custom Web site;

at the e-tailing system, receiving a plurality of orders to purchase items, the plurality of orders being initiated by a plurality of purchasers associated with said custom Web site ~~and using the hyperlink to access the e-tailing system from said Web site; and~~

processing the plurality of orders at the e-tailing system ~~and identifying a corresponding plurality of items purchased; and~~

~~shipping the plurality of items purchased to a geographical location associated with the plurality of purchasers.~~

2. [Previously Cancelled.]

3. [Currently Amended.] A method according to claim 1, wherein the step of processing includes packaging items into a member package representing orders of one member of an affinity group and further includes at least one of the following:

sending the member package to a location associated with the corresponding member of the affinity group; or

packaging member packages into a group package representing orders of a plurality of members of the affinity group and sending the group package to a location associated with the affinity group. ~~shipping comprises the steps of:~~

- ~~packaging said goods into a member package;~~
- ~~packaging said member package into a group package;~~
- ~~delivering said group package to said geographical location.~~

4. [Original.] A method according to claim 3, wherein said group package is delivered in a predetermined interval or period.

5. [Previously Cancelled.]

6. [Cancelled.]

7. [Currently Amended.] A method according to claim 6~~1~~, further comprising the step of preparing and maintaining a plurality of Web site frameworks, each of which serve as a basic architecture option in creating said custom Web sites.

8. [Currently Amended.] A method according to claim 7, wherein said Web site frameworks ~~is~~-are designed to include a hyperlink from said custom Web sites to an e-tailing system.

9. [Currently Amended.] A method according to claim 7, wherein said Web site frameworks are ~~is~~-configured to guide and help said-affinity groups to create said custom Web site.

10. [Currently Amended.] A method according to claim 1, wherein said hyperlink is embedded in said custom Web site to reference an electronic store, wherein said electronic store ~~includes~~-is a customized electronic store ~~of for said custom web site affinity group.~~

11-13 [Previously Cancelled.]

14. [Currently Amended.] A method according to claim 1, further comprising a step of posting on said custom Web site an advertisement and information relating to said e-tailing system.

15. [Previously Amended.] A method according to claim 1, further comprising the step of enrolling said affinity group as a membership or partnership entity.

16-23 [Previously Cancelled.]

24. [Cancelled.]

25. [Currently Amended.] A method according to claim ~~1~~10, further comprising the step of offering for sale in ~~the e-tailing system~~ said customized electronic store, the products and services of an affinity group in addition to the products and services of the e-tailer.

26. [Cancelled.]

27. [Cancelled.]

28. [Added.] An Internet service providing system comprising:  
a Web server;  
a sign-up module used by affinity groups for enrolling;  
a Web site creating module for automatically generating a custom Web site of the enrolled affinity group based upon instructions received electronically from the affinity group;  
a Web site administering module used by the affinity group for updating and maintaining the Web site; and  
a membership managing module for managing the affinity group.

29. [Added.] A business system for promoting and selling products, the system comprising:  
the Internet service providing system according to claim 28;  
an e-tailing system for selling products and services of an e-tailer; and

a database for storing information associated with the business system.

30. [Cancelled.]

31. [Added.] A business system according to claim 29, wherein a hyperlink is embedded in said custom Web site to reference an electronic store of said e-tailing system, wherein said electronic store is a customized electronic store for said custom web site.

32. [Cancelled.]

33. [Added.] An Internet service providing system according to claim 28, wherein the Web site creating module includes Web site frameworks, each of which serve as a basic architecture option for creating said custom Web sites.

34. [Currently Amended.] ~~A business system~~ An Internet service providing system according to claim 33, wherein a Web site framework includes:

- one or more page content areas;
- one or more navigations; and
- one or more hyperlinks to the e-tail system.

35. [Cancelled.]

36. [Currently Amended.] A business system according to claim ~~28~~29, wherein the e-tailing system includes:

- a catalogue Web page managing module for managing products and services offered for sale;
  - a shopping cart managing module for managing a collection of products and services selected by a consumer;
  - an order processing module for processing an order of the consumer;
  - a collecting module for collecting funds from the consumer in exchange for the order;
- and

a commission generating module for determining a commission of an affinity group, the commission associated with the order.

37. [Currently Amended.] A business system according to claim 36~~31~~, wherein affinity group products and services are further offered for sale ~~in the e-tailing system~~ said customized electronic store.

38. [Currently Amended.] A business system according to claim 36, wherein the order processing module includes a packaging module for packaging orders into a member package representing the order of one member of an affinity group and optionally for packaging member packages into a group package representing the orders of a plurality of members of an affinity group, ~~the orders packaged into a member package representing orders of one member of the affinity group, the member package packed into a group package representing orders of members of the affinity group.~~

39. [Currently Amended.] A business system according to claim 38~~36~~, wherein the order processing module includes a delivery module for sending a member package to a location associated with a corresponding member of an affinity group and optionally a group package to a location associated with an affinity group, ~~determining a geographical location to send the packaged orders, a group package sent to a location associated with the affinity group, a member package sent to a location associated with a corresponding member of the affinity group.~~

40 [Added.] A method according to claim 1, wherein said independent custom Web site contains said hyperlink to the e-tailing system, but is otherwise not limited in content, layout, colour, or style.

41 [Added.] A method according to claim 1, wherein said independent custom Web site utilizes industry-standard web technologies and can therefore be hosted on the vast majority of Internet web servers.

42 [Added.] A method according to claim 25, wherein said customized electronic store includes at least one of:

- a custom layout and style that is consistent with said custom web site
- a custom navigation system that incorporates the navigation system of said custom web site
- a custom selection of featured products and services of the e-tailer that are available for purchase
- a custom selection of featured products and services of an affinity group that are available for purchase.

43. [Added.] A business system according to claim 37, wherein said customized electronic store includes at least one of:

- a custom layout and style that is consistent with said custom web site
- a custom navigation system that incorporates the navigation system of said custom web site
- a custom selection of featured products and services of the e-tailer that are available for purchase
- a custom selection of featured products and services of an affinity group that are available for purchase